

Events



There are a wide variety of event formats: Award ceremonies, conferences, trade fairs, festivals or even a fireside chat can be considered an event. Typically, more than two people would be expected to attend an event, but it can involve thousands or even hundreds of thousands. Events can take place on site or in the digital space.

The central aspect of many events, especially when they take place on site, is the facilitation of interpersonal communication: Meeting in person creates an emotional and physical connection, as human interaction is at the core. This offers enormous advantages, since trust can be built up here in particular. Successful events are status-laden: An institution that is able to stage outstanding events can greatly increase its esteem with relevant stakeholders. Successful events leave a lasting impression. Sometimes, the pleasant and extremely interesting evening is still talked about years later. This is where events clearly stand out from other traditional media.

But where there is much to gain, there is usually much to lose as well – and this is exactly the case with events. The amount of work, pressure, energy and dedication that goes into putting on a successful event is often underestimated. When everything runs smoothly, this effort is usually not seen or appreciated.

